The Fifth Estate

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Broadcasting Jun 6

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Gearing up for NCTA
Winding down from Montreux
Tracking cable trading

Vol. 104 No. 23

Broadcasting Jun 6

High-definition television colors Montreux landscape □ May sweeps analysis □ Cable system trading □ NCTA packs its bags for Houston

ROLLERCOASTER RIDE □ NBC is hoping that momentum of May sweeps will carry into fall schedule. **PAGE 35.**

GROUP EVALUATION □ Large station group owners plan to meet this week in Washington, to discuss their problems with the NAB. **PAGE 36.**

ALPINE HDTV □ High-definition television makes an impressive showing at the international television symposium in Montreux, Switzerland. Some problems on standards and in-home screens remain. **PAGE 37.**

NO WOMAN'S LAND □ New State Department chief for international telecommunications, Diana Lady Dougan, is at the center of political crossfire between Capitol Hill and the White House on who should set the country's international communications policy. **PAGE 40.**

WITNESS RATHER □ Verdict is expected this week in slander trial featuring Los Angeles doctor and *60 Minutes* segment. **PAGE 41.**

FIXED DBS □ FCC gives go-ahead to direct satellite broadcasters to operate in the K-band. **PAGE 42.**

CABLE CONFAB □ The National Cable Television Association prepares for its annual convention with Goldwater, Wirth and Fowler scheduled to speak. The big news may be made in Washington and not Houston, however, with the Senate scheduled to vote on cable deregulation. **PAGE 49.** A daily agenda appears on **PAGE 50.** A list of exhibitors begins on **PAGE 58.**

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NTIA SHIFT □ National Telecommunications and Information Administration may shift to new Reagan department of International Trade and Industry. **PAGE 79.**

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SALES SLOWDOWN □ CBS looks to cut $60 million (about 400 jobs) from its budget to meet declining sales expectations. **PAGE 86.**

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CAPITOL AAF □ American Advertising Federation opens annual convention in Washington next week with Vice President Bush scheduled to keynote. **PAGE 92.**

LISTEN TO THE MUSIC □ Bonneville Broadcasting System's John Patton has brought that programing syndication firm into the satellite-dominated communications world of the eighties. **PAGE 111.**

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Networks, actors to negotiate

SAG, AFTRA and producers working on new three-year pact; both sides optimistic that strike can be averted

Negotiators for the three television networks and the Screen Actors Guild and the American Federation of Television and Radio Artists open their first discussions in Los Angeles tomorrow (June 7) on a new three-year contract to replace one that expires on June 30.

The mood seems more conciliatory and low-keyed than it was in the summer of 1980 when a 10-week strike shut down production at Hollywood studios over the key issue of payment for programing sold to the pay television and home video markets. In mid-May the unions submitted their new contract demands and management offered counterproposals. The emphasis by labor is on improvements in the old contract rather than on breaking new ground.

The negotiations are being conducted for the industry by the television networks and the Alliance of Motion Picture and Television Producers (AMPTP), which represents major and independent producers. In their initial demands, the unions asked for a 33% increase in minimum compensation rates and improvements in pension and welfare contributions. In the sensitive area of product made for pay television, SAG and AFTRA asked that performer compensation be boosted from the present 4.5% to 6% of the worldwide distributor's gross.

Another union proposal centered on parity between the SAG and AFTRA contracts since the two organizations are taking steps to merge. Changes include raising SAG pension and welfare ceilings and adjusting AFTRA provisions on overtime pay, work span and other conditions to match terms of both contracts.

Other issues the unions consider critical are affirmative action and safety. The unions are asking the industry to help create a joint select committee to deal with the qualifications for performing stunt work and coordinating stunts. In the affirmative action area, the unions are calling upon the industry to "break its traditional hiring practices" by increasing employment for the disabled and members of ethnic minority groups.

The unions also are seeking increases in payment to performers for re-runs in network prime time and for foreign use of programing.

Management's proposals did not touch upon compensation issues. The industry asked for modifications in rules applying to working conditions and asked for clearer provisions dealing with "excerpting," referring to the use of filmed scenes in program promotion or old scenes used in a new program.

The negotiations center primarily on prime time programs. For AFTRA, they are restricted to prime time dramatic programs. For SAG, the discussions cover the entire spectrum, but AFTRA agreements apply to the overwhelming proportion of daytime offerings. A separate agreement between AFTRA and the TV networks for daytime and other areas has been negotiated and now awaits ratification by union members.

The prospects for labor peace between the unions and the TV networks appear bright this summer. Management sources indicated that the union appears to be "low-keyed" and "moderate" in its approach, but added there are still serious issues to be resolved. One network executive noted that Ed Asner, president of SAG, struck a conciliatory tone during his remarks at the opening of the negotiations last month. He quoted Asner as saying that the well-being of the performer is tied to the health of the industry. In a message to members shortly thereafter, Asner said "our proposals reflect what we truly believe to be moderate and uninflammatory goals," He added the union is seeking improvements in the contract "with the hope of making the lives of our members a little bit better, while still allowing the producers to turn a profit." □

ABC sets summer replacements

Network will experiment with five prime time fill-ins

ABC-TV has scheduled five new prime time series for limited runs this summer. ABC Entertainment President Anthony Thomopoulos said the move is meant not only to test new concepts but also "to challenge the increased competition for network viewers during the summer."

The ½ Hour Comedy Hour, a variety program from Chris Bearde Productions/Greif/Dore Co. in association with the Dick Clark Co., will begin airing Tuesday, July 5, from 8 to 8:30 p.m. Each episode features a guest comedian, according to ABC, plus a regular cast including John Moschitta, Barry Diamond, Vic Dunlop, Jan Hooks, Rod Hall and his puppet Emu, Peter Isackson, Victoria Jackson and John Faragon.

On Wednesday, July 27, *The Hamptons* will premiere from 9 to 10 p.m. Produced by Gloria Monty Productions in association with Comworld Productions, it centers on two wealthy families and their weekend retreat on Long Island and stars Michael Goodwin, Leigh Taylor-Young, Bibi Besch and John Riley.

Eye on Hollywood, a half-hour produced by ABC-owned-and-operated KABC-TV Los Angeles, will offer information about fash-

Ratings Roundup

For the second time in the last month, NBC-TV led the other two networks in the weekly prime time ratings race, averaging a 14.8 rating/26 share for the week ending Sunday, May 29, and finishing one rating and one share point ahead of CBS-TV (13.8/25) and two rating points ahead of ABC-TV (12.8/23). NBC captured Monday, Tuesday, Thursday and Friday while CBS took Wednesday and Sunday and ABC won Saturday.

According to A.C. Nielsen's National Television Index, NBC's momentum began with a three-hour *Happy Birthday Tribute to Bob Hope* (23.9/38), which overpowered CBS's Monday-night series lineup (14/22.6), consisting mainly of rerun series and ABC's rerun of the made-for-TV movie, *Jacqueline Bouvier Kennedy* (11.5/18). On Tuesday, a rerun of the Clint Eastwood movie, "The Enforcer" (17.6/29), preceded by a rerun episode of *A Team* (17.7/32) gave NBC an average 3.3 point lead over second-ranked CBS, which averaged 14.3/23.8 for a special, *Movie Blockbusters of All Times* (11.8/21) and the movie, *Cradle Will Fall* (15.5/25). ABC averaged 13.8/22.9 on Tuesday with a series lineup heavy on rerun episodes.

The First 20

1.	*Bob Hope Special*	NBC	23.9/38
2.	*60 Minutes*	CBS	18.9/39
3.	*Magnum, P.I.*	CBS	18.8/35
4.	*Alice*	CBS	18.8/33
5.	*Hill Street Blues*	NBC	18.8/33
6.	*Jeffersons*	CBS	18.3/33
7.	*A Team*	NBC	17.7/32
8.	*NBC Movie of the Week*—"The Enforcer"	NBC	17.6/29
9.	*Cheers*	NBC	17.4/29
10.	*Three's Company*	ABC	17.3/28
11.	*Trapper John, M.D.*	CBS	17.0/30
12.	*NBC Movie of the Week*—"Sound of Music"	NBC	16.5/30
13.	*20/20*	ABC	16.3/29
14.	*One Day At A Time*	CBS	15.8/24
15.	*CBS Tuesday Night Movie*—"The Cradle Will Fall"	CBS	15.5/25
16.	*9 To 5*	ABC	15.4/24
17.	*Fantasy Island*	ABC	15.1/31
18.	*M*A*S*H*	CBS	15.1/23
19.	*Love Boat*	ABC	14.9/29
20.	*Facts of Life*	NBC	14.9/26

The Final Five

59.	*One Night Band*	CBS	7.6/16
60.	*Celebrate America (9:30 p.m.)*	NBC	6.9/13
61.	*Big Bird in China*	NBC	6.4/13
62.	*Celebrate America (10 p.m.)*	NBC	5.9/12
63.	*Celebrate America (10:30 p.m.)*	NBC	5.8/12

Boston. Finley, former president of Sheridan Broadcasting Network, has interest in WOL(AM) Washington. Filed May 23.

■ WOW(AM) Omaha (590 khz, 5 kw-U)—Seeks assignment of license from Meredith Corp. to Omaha Great Empire Broadcasting Inc. for $1.9 million. Seller has also sold, subject to FCC approval KEZO(FM) (see above). Buyer is headed by F. Mike Lynch, president. It owns KYNN-AM-FM Omaha, but will spin off KYNN(AM) to Albimar Omaha Ltd. (see below). It also owns KFDI-AM-FM Wichita, Kan., KWKH(AM)-KROK(FM) Shreveport, La.; KTTS-AM-FM Springfield, Mo., and KBRQ-AM-FM Denver. It is also applicant for new AM at Council Bluffs, Iowa. Filed May 23.

■ KYNN(AM) Omaha (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Omaha Great Empire Broadcasting Inc. to Albimar Omaha Ltd. for $500,000. Seller also bought, subject to FCC approval, WOW(AM) Omaha (see above). Buyer also bought, subject to FCC approval, KEZO(FM) Omaha (see above). Filed May 23.

■ WBRL(AM) Berlin, N.H. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from McLaughlin Broadcasting Co. to Metrocomo Inc. for $185,000, including noncompete agreement. Seller is owned by Richard McLaughlin, president. It has no other broadcast interests. Buyer is owned by James A. Moyer, Ted Julian and Roger Wood (18.52% each), David Kershenbaum, Kevin Kennedy, Walter Curley and David Pitcher (11.11% each). Wood is citizen of Great Britain. They have no other broadcast interests. Filed May 20.

■ WWOC(FM) Avalon, N.J. (94.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks transfer of control of Avalon Broadcasting Co. from John F. Scarpa and others (80% before; none after) to Larry U. Keene and others (20% before; 100% after). Consideration: $645,300. Principals: Sellers are John F. Scarpa (40%), Fred M. Wood and wife, Dorothy C. (20% each). They have no other broadcast interests. Buyer is owned by Larry U. Keene (who owns other 20%), president (55%); his wife, Carol H. (25%), and Edwin A. Rosenfeld (20%). Rosenfeld is vice president of sales at station. None has other broadcast interests. Filed May 20.

■ WRNB(AM) New Bern, N.C. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WRNB Inc. to We Care Ministries Inc. for $250,000. Seller is subsidiary of Interstate Communications Corp., principally owned by Brent Hill, president (80%). It also owns WAZZ(FM) New Bern, N.C. Buyer is nonprofit organization comprising members of New Bern Assembly of God church, headed by Burl C. Wright, president. It has no other broadcast interests. Filed May 19.

■ KNFB(FM) Nowata, Okla. (94.3 mhz, 3 kw, HAAT: 114 ft.)—Seeks assignment of license from Dwight Carver to Special Services Radio Co. for $250,000. Seller has no other broadcast interests. Buyer is owned by Morris L. Reed (90%) and his father-in-law, Lowell D. Denniston (10%). Reed is former account executive at KKOW(AM) Pittsburg, Kan. Denniston is Wichita, Kan., investor. They have no other broadcast interests. Filed May 24.

■ WRAW(AM) Reading, Pa. (1340 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Camelot Communications Inc. from Jeffrey J. Levin (100% before; none after) to City Broadcasting Co. Inc. (none before; 100% after). Consideration: $650,000. Seller has no other broadcast interests. Buyer is owned by Frank A. Franco, who also owns WRFY-FM Reading, Pa. Filed May 9.

■ WBZT(AM) Waynesboro, Pa. (1130 khz, 1 kw-D, DA)—Seeks assignment of license from Tri-State Broadcasting to Raystay Co. for $253,000. Seller is owned by Michael S. Ameigh, who has no other broadcast interests. He bought station from Raystay in 1980 for $350,000 (BROADCASTING, Jan. 28, 1980). Buyer is principally owned by George F. Gardner, president (50.1%). It also owns cable systems in Pennsylvania. Gardner also personally owns cable systems in Pennsylvania and Maryland and is applicant for new FM at Fort Lauderdale, Fla. Filed May 23.

■ KMIO-AM-FM Merkel, Tex. (1500 khz, 250 w-D)—Seeks assignment of license from Big Country Broadcasting Co. to B&D Broadcasting Inc. for $295,000. Seller is equally owned by Ted C. Connell and Gaylon W. Christie. They also own KOOV(FM) Copperas Cove, Tex. Buyer is owned by Raymond E. Ditmore, president (51%), and Bill J. Starks (49%). Ditmore is station manager of KMIO-AM-FM and Starks is program director. Filed May 23.

■ WGH-AM-FM Newport News, Va. (1310 khz, 5 kw-U; FM: 97.3 mhz, 74 kw, HAAT: 400 ft.)—Seeks assignment of license from Hampton Roads Broadcasting Corp. to COMMCOR for $3.2 million. (BROADCASTING, May 30). Seller, based in Norfolk, Va., is subsidiary of The Daily Press Inc.; Willam R. Van Buren Jr. is president and Raymond B. Botton Jr. is chairman. It has no other broadcast interests. Buyer, based in Dayton, Ohio, is headed by Richard J. Minor, chairman. It has no other broadcast interests. Filed May 24.

■ WCEF(FM) Ripley, W. Va. (98.3 mhz, 3 kw, HAAT: 1,140 ft.)—Seeks assignment of license from Randy Jay Communications Corp. to C-98 Communications Inc. for $300,000. Seller is owned by Calvin E. Dailey Jr. He is also 50% owner of WDXY(AM) Sumter, S.C. Buyer is owned by Donald L. Staats, president, Samuel M. Yoho and Edward W. Jacobson (one-third each). They have no other broadcast interests. Filed May 19.

Actions

■ WHMA-TV Anniston, Ala. (ch. 40; 724 kw vis., 93.3 kw aur.; HAAT: 880 ft., ant. height above ground: 243 ft.)—Granted assignment of license from Anniston Broadcasting Co. to Jacksonville State Universtiy Communications Foundation Inc. for $2.9 million. Seller is owned by six stockholders, headed by Malcolm B. Street, president. It also owns WHMA-AM-FM Anniston. Buyer is nonprofit corporation operated by board of directors: Theron E. Montgomery Jr., Charles C. Rower, Jack Hopper and James A. Reaves, who have no other broadcast interests. Foundation is organized to receive and administer funds for scientific, educational and charitable purposes for Jacksonville State University, which owns noncommercial WLJS-FM Jacksonville, Ala. (BALCT-830315KR). Action May 4.

■ KIFW-TV Sitka, Alaska (ch. 13; 199 w vis., 30 w aur., HAAT: minus 782 ft.)—Granted assignment of license from Sitka Broadcasting Co. Inc. to Drs. Dan and Kathie Etulain for $125,000. Seller is owned by Media Inc., headed by E. Roy Paschal, president (74.3%). It also owns KETH(AM) Ketchikan; KJNO(AM) Juneau, and 68% of KANC(AM) Anchorage, all Alaska. It also has interest in CATV outlet in Juneau, Alaska. Buyers are Dan Etulain and wife, Kathie (100% jointly), who have no other broadcast interests. (BALCT-830325KE). Action May 10.

■ WDAT(AM) Ormond Beach, Fla. (1380 khz, 5 kw-D, 2.5 kw-N, DA-2)—Granted assignment of license from Hunter/Knight Datona Inc. to Hale Communications for $393,600. Seller is Richard Y. Clark, court-appointed receiver, who has no other broadcast interests. Buyer is equally owned by Elmer T. Hale, his wife, Emily E. Hale and their son, Thomas E. Hale. Thomas Hale is meteorologist at WCPX-TV Orlando, Fla.; Elmer Hale is international engineering consultant, and Emily Hale is homemaker. None has other broadcast interests. (BAL-830311FV). Action April 29.

■ KMFE(FM) Emmett, Idaho (101.7 mhz, 790 w, HAAT: 500 ft.)—Granted assignment of license from Emm[illegible]

Summary of broadcasting as of March 31, 1983

Service	Licenses	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses.

ley Broadcasters Inc. to Kadio Broadcasting Inc. for $160,000. Seller is principally owned by Floyd D. Brown and wife, Evelyn, who have no other broadcast interests. Buyer is owned by Fred C. Rathbone (90%) and Steve Sumner and wife, Jorene Sumner (5% each). Steve Sumner owns KKIC(AM) Boise, Idaho. (BALH-830125G7). Action May 18.

■ KIGO(AM) St. Anthony, Idaho (1450 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Westcom Inc. to Lynn D. Spencer for $220,000. Seller is owned by Dale Smith, who also owns KSRA AM-FM Salmon, Idaho. Buyer is Lynn Spencer, who is employed by Utah Power & Light Co., and has no other broadcast interests. (BAL-830307FI). Action April 25.

■ WSIL-TV Harrisburg, Ill. and KPOB-TV Poplar Bluff, Mo. (WSIL-TV: ch. 3; 100 kw vis., 20 kw aur., HAAT: 880 ft. Satellite station KPOB-TV: ch. 15: 15.1 kw vis., 1.58 kw aur., HAAT: 620 ft.)—Granted transfer of control of Turner-Farrar Inc. from WSIL Holding Co. Inc. (100% before; none after) to Mel Wheeler Inc. (none before; 100% after). Consideration: $6.6 million. Principals: Seller is principally owned by John Kirby, who has no other broadcast interests. Buyer is owned by Mel Wheeler, who also owns KSRD(FM) Seward, Neb.; KDNT(AM) Denton, Tex.; WSLC(AM)-WSLQ(FM) Roanoke, Va., and KDNG(FM) Gainesville, Tex. (BTCCT-830325KE,F). Action May 12.

■ WHPO(FM) Hoopeston, Ill. (100.9 mhz, 3 kw; HAAT: 280 ft.)—Dismissed application for assignment of license from Walter J. Tatar Jr. to Southwest Development Co. (BALH-830324HV). Action April 25.

■ KLNT(AM)-KNJY(FM) Clinton, Iowa (1390 khz, 1 kw-D; FM: 97.7 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Patten Communications Corp. to Brisco Broadcasting Inc. for $600,000. Seller also owns 100% of WNJY(FM) Riviera Beach, Fla.; WKHM(AM)-WJXQ(FM) Jackson, Mich., and KARR(AM) Vancouver, Wash. Buyer is Tennessee-based corporation owned by Brian Byrnes, president, and Scott Park. Byrnes is former president and general manager of WSMV(TV) Nashville and has no other broadcast interests. (BAL,H-830308FJ,K). Action April 25.

■ KWLA(AM) Many, La. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from KWLA Investments to WLV-TV Inc. for $170,000. Sellers are James G. Bethard and Henry W. Bethard III. James G. Bethard owns KRRP(AM) Coushatta, La. Buyers are Edwin Baldridge, president (75%) and Tedd W. Dumas (25%), who are involved as officers and/or shareholders in 34 cable systems. They own KWLV(FM) Many, La., and are applicants for new AM which will be withdrawn upon result of sale of KWLA. (BAL-830304FH). Action April 25.

■ KABG(FM) Cambridge, Minn. (105.5 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Isanti Broadcasting Co. to Intercontinental Communications Corp. for $330,000. Seller is owned by Steward Dahl, president, who has no other broadcast interests. Buyer is principally owned by Richard L. Hencley, president, who is senior vice president of Shoreview, Minn.-based electronics company and owns WHTL-FM Whitehall, Wis. (BALH-830302HP). Action April 25.

■ KDJS(AM) Willmar, Minn. (1590 khz, 1 kw-D)—Granted transfer of control from Kandi Broadcasting Inc. (75% before; none after) to Perry W. Kugler and Janet I. Kugler (25% before; 100% after). Consideration: $135,000, plus noncompete agreement of approximately $27,000. Sellers are Gerald Barber and wife, Marjorie (25% jointly); Neil Nemmers and wife, Karen (25% jointly) and Dennis Stramer and wife, Sheryl (25% jointly). Gerald Barber and Dennis Stramer are part owners of KDAK(AM) Carrington, N.D., and are applicants for new FM there; Sherryl Stramer and Neil Nemmers are part owners of KNSP(AM) Staples, Minn. Buyers are Perry W. Kugler and wife, Janet. Perry Kugler is part owner of KDAK(AM) Carrington, N.D., and is applicant for new FM there. Janet Kugler is part owner of KNSP(AM) Staples, Minn. (BTC-830317EO). Action May 12.

■ KFTN(AM)-KTMP(FM) Provo-Spanish Fork, Utah (1400 khz, 1 kw-D, 250 w-N; FM: 106.3 mhz, 200 w; HAAT: 920 ft.)—Granted assignment of license from Mountain States Broadcasting Corp. to Polo Broadcasting Corp. for $1.2 million. Seller is principally owned by Dan Lacy and wife, Caren, who also owns KIQX(FM) Durango, Colo. Buyer is owned by Peter Scheurmier, president (20%), David Forier (49%) and others. Scheurmier is British citizen who owns broadcast consulting firm, and Forier is former director of sales at KHJ(AM) Los Angeles. Neither has other broadcast interests. (BAPL,H-830324EV,W). Action May 12.